

Message Text

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ACTION COME-00

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R 240612Z MAR 75
FM AMEMBASSY THE HAGUE
TO SECSTATE WASHDC 5524
INFO AMEMBASSY ATHENS
AMEMBASSY BRUSSELS

UNCLAS SECTION 1 OF 2 THE HAGUE 1508

PASS COMMERCE AND USIA

ATHENS FOR BOUTON

BRUSSELS FOR GRANT

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJ: SECOND PROGRESS REPORT FY-1975 CCP NETHERLANDS

REF: THE HAGUE 5466, NOVEMBER 11, 1974.

1. FOLLOWING IS SECOND REQUIRED PROGRESS REPORT BY INDIVIDUAL
CCP CAMPAIGNS COVERING PERIOD NOVEMBER 1974 THROUGH FEBRUARY
1975.

CAMPAIGN ONE (COMPUTERS/ BUSINESS EQUIPMENT)

(A) TOP SOLICIATION CONDUCTED IN CONNECTION WITH EFFICIENCY
BEURS (EDP TRADE FAIR IN AMSTERDAM) BY PERSONAL CALLS ON
SELECTED EXHIBITORS FOLLOWED BY MAILING OF 182 SOLICITATION
LETTERS. PTO'S GENERATED: 17. REPORT SUBMITTED ON SHOW.

(B) CERP 568-BUSINESS MACHINES SUBMITTED.

(C) ADS SOLICITATION CONDUCTED IN CONNECTION WITH MINICOMPUTER
SHOWS HELD NOVEMBER/DECEMBER AT FRANKFURT AND PARIS TRADE CENTERS.
55 SOLICITATION LETTERS MAILED.

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(D) PROMOTED AUTOMATED BUSINESS EQUIPMENT SHOW AT LONDON TRADE CENTER (FEB. 24-28), ACTIVITIES INCLUDED SECURING FREE PUBLICITY IN LEADING TRADE JOURNAL, MAILING OF SOME 1300 CIRCULARS AND SOME 700 TELEPHONE SOLICITATION CALLS. FORTH DUTCH PROSPECTS DELIVERED TO TRADE CENTER VIA A GROUP FLIGHT PROJECT (OUR SEVENTEENTH) ON FEB 25. FIVE OTHERS VISITED INDEPENDENTLY. RESULTS TO DATE: 17 PTO'S, 2 AGENTS APPOINTED AND SEVEN OTHERS UNDER NEGOTIATION.

RESULTS FOR PERIOD.

TOTAL PTO'S SUBMITTED: 51. ADS REPORTS SUBMITTED: 2. PERSONAL CALLS MADE: 37.

U.S. EXPORT INCREMENT: BASED ON AVAILABLE EIGHT MONTHS FY410 DATA PROJECTED U.S. EXPORTS THIS CAMPAIGN IN CY 1974 REACHED DOLLARS 80 MILLION COMPARED TO DOLLARS 63 MILLION IN CY1973, AN INCREASE OF ABOUT 27 PERCENT. REPRESENTATIONS: 16 IDENTIFIED NTM FIRMS APPOINTED REPRESENTATIVES DURING FY 1975 IN RESPONSE FOREGOING ACTIVITIES, A FURTHER 14 NTM FIRMS ARE NEGOTIATING.

FUTURE PLANS

PROMOTION OF ATTENDANCE AT NATIONAL COMPUTER CONFERENCE AND EXHIBITION, ANAHEIM, MAY 19-22, INCLUDING IF FEASIBLE ORGANIZATION F BUYER GROUP VISIT FROM NETHERLANDS.

CAMPAIGN TWO (POLLUTION CONTROL EQUIPMENT)

(A) INITIATED PTO SOLICITATION CAMPAIGN IN FEBRUARY WHICH BY END OF MONTH RESULTED IN 19 PTO SUBMISSIONS TO USDOC. CAMPAIGN CONTINUING AND ANTICIPATE THAT NUMBER WILL BE INCREASED SUBSTANTIALLY.

(C) ASSISTED GERMAN CONTRACTOR FOR USDOC MARKET RESEARCH REPORT THIS FIELD BOTH DIRECTLY AND BY INTRODUCING HIM TO LOCAL TRADERS AND EXPERTS. HIS REPORT SUBMITTED IN NOVEMBER.

(C) REVIEWED AND EXPANDED OUR CAMPAIGN UNIVERSE LIST OF IMPORTERS AND END-USERS FOR USE IN CONNECTION POLLUTION CONTROL TRADE UNCLASSIFIED

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MISSION. MISSION NOW CANCELLED BUT LIST BEING USED TO PROMOTE PERTINENT USDOC TRADE CENTER SHOWS AND EXHIBITIONS IN U.S. EFFORT BEING MADE ORGANIZE CHARTER FLIGHT TO POLLUTION CONTROL EXHIBITION AT FRANKFURT TRADE CENTER END OF APRIL.

CAMPAIGN THREE (FOOD PROCESSING AND PACKAGING EQUIPMENT (FPPE)

(A) SUBMITTED 11 MORE PTO'S TO USDOC FOR TOTAL OF 57 PTO'S THIS

FIELD SINCE SOLICITATION CAMPAIGN INITIATED LAST JUNE.

(B) INITIATED FOLLOW-UP ON PTO'S SUBMITTED BEFORE LAST SEPTEMBER.

(C) REVIEWED AND CONCLUDED SUPERVISION OF CONTRACT FOR FPPE MARKET RESEARCH.

CAMPAIGN FOUR (ENERGY SYSTEMS)

EIGHTEEN PTO'S WERE SUBMITTED TO USDOC. UPDATED MARKET RESEARCH REPORT PREPARED AND SENT IN SUPPORT NUCLEX 75. PROMOTED DUTCH ATTENDANCE AT ENERGY 75 SHOW AT MILAN TRADE CENTER FEB 8-12. TWO TRAVEL AGENCIES ASSISTED IN EFFORTS ORGANIZE GROUP FLIGHT TO OFFSHORE TECHNOLOGY CONFERENCE AND EXHIBITION IN HOUSTON, TEXAS, MAY 6-8. A REPORT ON DETAILS OF DUTCH NUCLEAR ENERGY POLICY WAS SUBMITTED.

CAMPAIGN FIVE (MAJOR PROJECTS)

REPORTS WERE SUBMITTED ON FOLLOWING MAJOR PROJECTS AND/OR LARGE EXPORT OPPORTUNITIES: PLANS BY COBERCO FOR CONSTRUCTION OF 13 MILLION DOLLAR MILK PROCESSING PLANT; CONSTRUCTION BY UNIMILLS OF 30 MILLION DOLLAR SOYBEAN OIL EXTRACTION PLANT IN ROTTERDAM; PLANS FOR CONSTRUCTION OF THREE 1000 MW NUCLEAR POWER PLANTS IN NETHERLANDS BY 1985; DECISION OF DUTCH RAILWAYS TO STUDY VARIOUS CLOSED TOILET SYSTEMS FOR POSSIBLE INSTALLATION IN THEIR PASSENGER TRAINS; INTEREST OF DUTCH CONSULTANT ENGINEERING FIRM TO FIND CONTRACTORS FOR CONSTRUCTION LIGHTER WHARF IN TANZANIA; PURCHASE BY DUTCH AIR FORCE OF 11 MILLION DOLLAR COMMUNICATION SYSTEM; POSSIBLE REPLACEMENT BY DUTCH STEEL MAKER HOOGOVS OF G.E. DIESEL LOCOMOTIVES WITH EUROPEAN ONES; PROPOSED PURCHASE OF NEW 80 MILLION DOLLAR WATER TRAFFIC CONTROL SHORE RADAR SYSTEM FOR PORT OF ROTTERDAM; INTENTION OF UNCLASSIFIED

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DUTCH AIRFORCE TO SPEND OVER 5 MILLION DOLLARS FOR CONSTRUCTION WORK AT TWO DUTCH AIR BASES; AND REPLACEMENT BY SHAPE TECHNICAL CENTER STC OF MULTI-MILLION DOLLAR MAINFRAME COMPUTER. IN ADDITION, CAMPAIGN MANAGER VISITED THREE DUTCH SHIPYARDS WITH VIEW TO SEEKING OUT MAJOR EXPORT OPPORTUNITIES.

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FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 5525

INFO AMEMBASSY ATHENS

AMEMBASSY BRUSSELS

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CAMPAIGN SIX (REVERSE DIRECT INVESTMENT)

(A) ACTIVITY IN THIS CAMPAIGN CONTINUES TO BE REACTIVE ENCOMPASSING DURING PERIOD ASSISTANCE TO INVESTMENT MISSIONS FROM STATES OF CONNECTICUT AND MINNESOTA BY OBTAINING APPOINTMENTS WITH POTENTIAL DUTCH INVESTORS IN THE UNITED STATES, SUPPLY OF POTENTIAL INVESTOR CANDIDATES TO REPRESENTATIVES OF STATE OFFICES IN EUROPE, AND NOTIFICATION TO ALL STATES OF INTEREST BY A LEADING DUTCH BANK IN RECEIVING U.S. REVERSE INVESTMENT LITERATURE FROM THEM.

(B) ALSO ASSISTED TWO EDITORS OF FEM (A LEADING DUTCH ECONOMIC/FINANCIAL MAGAZINE) BY ARRANGING BUSINESS AND GOVERNMENT APPOINTMENTS FOR THEM DURING THEIR VISIT TO U.S. IN DECEMBER. VISIT RESULTED IN EIGHT PAGE ARTICLE ON INVESTMENT IN THE U.S. IN JANUARY 1975 ISSUE OF FEM.

(C) ARTICLES ON EIGHT STATE OFFICES IN EUROPE AND THE REVERSE INVESTMENT AND OTHER SERVICES THEY OFFER WERE PUBLISHED IN EMBASSY COMMERCIAL NEWSLETTER DURING THE PERIOD. A MORE GENERAL ARTICLE ON REVERSE INVESTMENT ALSO PUBLISHED IN NEWSLETTER.

CAMPAIGN SEVEN (PORTFOLION INVESTMENT)

QUARTERLY CERP BALANCE OF PAYMENTS REPORT SUBMITTED VIA THE HAGUE A-237, DECEMBER 23, 1974. CALLS WERE MADE ON MANAGERS OF THREE LARGE COMMERCIAL BANKING INSTITUTIONS TO DISCUSS UNCLASSIFIED

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MERITS OF PORTFOLION INVESTMENT IN U.S. WE ALSO HAVE SHCEDULED INFORMAL MEETING FOR SELECTED DUTCH INVESTMENT BANKERS AND PORTFOLIO MANAGERS WITH DAVID ROCKEFELLER WHEN HE VISITS NETHERLANDS IN EARLY JUNE AND ARE WORKING WITH WIESEMBERGER

SERVIES INC. IN CONNECTION WITH A PORTFOLIO SEMINAR IT IS
HOLDING IN AMSTERDAM AT END OF MAY.

CAMPAIGN EIGHT (VISIT USA)

(A) THE VISIT USA SEMINAR FOR TRAVEL AGENTS HELD DECEMBER 10 IN
UTRECHT UNDER THE VISIT AMERICA FOUNDATION (VAF) BANNER ATTRACTED
OVER 150 SALES PERSONNEL FROM SOME 80 TRAVEL AGENCY FIRMS THROUGH-
OUT THE NETHERLANDS. THE VAF VISIT USA BOOTH AT VAKANTIE 75
TRADE FAIR (JAN. 29- FEB.3) HAS SO FAR GENERATED OVER 500
WRITTEN INQUIRIES FOR U.S. TOURIST INFORMATION.

(B) AFTER MANYMONTHS OF JOINT EFFORT THE NETHERLANDS AMERICA
INSTITUTE ON FEBRUARY 26 FORMALLY OPENED A VISIT USA TOURIST
INFORMATION SERVICE OFFICE IN AMSTERDAM'S AIRPORT BUS
TERMINAL LOCATED JUST OPPOSITE CONGEN IN THAT CITY. THE NEW
OFFICE IS STAFFED BY BILINGUAL VOLUNTEERS FROM THE AMERICAN
COMMUNITY IN AMSTERDAM WORKING WITH CONCEPTS AND PROCEDURES
DEVELOPED DURING THE TWO YEARS THE SERVICE WAS OPERATED AT THE
EMBASSY WITH VOLUNTEERS FROM THE HAGUE AREA (WHO BY THE TIME THE
EMBASSY FACILITY WAS CLOSED DOWN ON MARCH 14 WERE FIELDING
GENERAL PUBLIC U.S. TOURIST INQUIRIES AT THE RATE OF 5000-6000 PER
YEAR). WHILE COMMERCIAL AND USIS STAFFS HAVE IMPORTANT SUPPORTIVE
ROLLS IN THE AMSTERDAM SERVICE, WE HOPE TRANSFER WILL OPEN WAY FOR
NEW EMBASSY INITIATIVES INCLUDING THS MOUNTING OF A VISIT USA
LECTURE-FILM-SLIDESPACAGE THAT HAGUE VOLUNTEERS COULD DELIVER TO
AFFLUENT GRUPS THROUGH NETHERLANDS NEXT FALL. EMBASSY OF COURSE
CONTINUES TO BE FOCAL POINT FOR LIAISON WITH THE DUTCH TRAVEL
INDUSTRY ON VISIT USA MATTERS.

(C) FIRST PROJECT UNDER THE NEW CAB WAIVER PROGRAM WAS SUBMITTED
(HAGUE 1282) LOOKING TOWARD VISIT TO CALIFORNIA AND HAWAII MAY 9-
19, BY 8 DUTCH TRAVEL WRITERS INCLUDING ONE (WILLEM DUYS) WHO IS
A WELL KNOWN DUTCH TV PERSONALITY.

(D) EMBASSY PROVIDED EXTENSIVE ASSISTANCE TO ANWB (ROYAL DUTCH
TOURING CLUB), MEMBERSHIP 1,666,000, USING PAN AMERICAN, TWA, AVIS,
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QUALITY INNS AND TRAVEL LODGE, IN CONSTRUCTING FOUR FLY-DRIVE
TOURS FOR THE U.S. TOURS INCLUDE CALIFORNIA (21 DAYS), NEW YORK/
NEW ENGLAND (21 DAYS), NEW YORK/WASHINGTON D.C./SOUTH
ATLANTIC (21 DAYS) AND FLORIDA (15 DAYS). THESE TOURS WERE
PUBLISHED IN THE ANWB 1975 TOUR PROGRAM FOR NORTH AMERICA AND
DISTRIBUTED TO ANWB MEMBERSHIP.

CAMPAIGN NINE (DUTCH ATTENDANCE AT U.S. EXPOSITIONS)

GROUP FLIGHT TO ELECTRONIKA 74, MUNICH, REPORTED IN PREPARATION IN
REFTEL RESULTED IN TRAVEL 42 DUTCH BUSINESSMEN TO U.S. PAVILION

THREERE ACCOMPANIED BY CAMPAIGN MANAGER; PACK EXPO, OCTOBER 17, 1974, CHICAGO, HEAVILY PROMOTED IN LOCAL INDUSTRY AND 26 DUTCH VISITORS REPORTEDLY REGISTERED THERE; EMBASSY ASSISTED WITH ORGANIZATION OF GROUP OF 32 DUTCH BUSINESSMEN WHO FLEW TO CONEXPO 75, FEB 9-14, 1975 IN CHICAGO; CONGEN AMSTERDAM WITH AMEXCO AND PAN AM SPONSORED (SEE CAMPAIGN ONE REPORT) FLIGHT OF 40 DUTCH BUSINESSMEN TO AUTOMATED BUSINESS EQUIPMENT SHOW AT U.S. TRADE CENTER, LONDON FEB 24-28, 1975.

OTHER TRADE CENTER SHOWS PROMOTED INCLUDED: FRANKFURT: BIOMEDICAL EQUIPMENT SHOW-MAILOUT OF BROCHURES CONDUCTED, NOTICE IN TWO INDUSTRY MAGAZINES PUBLISHED, 6 DUTCH VISITORS REGISTERED; MINICOMPUTERS/PERIPHERALS, DECEMBER 3/6, 1974, 13 DUTCH VISITORS REGISTERED; MATERIALS TEST EQUIPMENT SHOW, FEBRUARY 11-14, 1974, 23 DUTCH VISITORS REGISTERED; MILAN: PROCESS CONTROL INSTRUMENTATION, NOVEMBER 13-19, 1974, 40 KEY DUTCH FIRMS RECEIVED BROCHURES, 4 VISITORS FROM NETHERLANDS REGISTERED; AVIONICS AND AIRPORT EQUIPMENT, JANUARY 14-18, 1975, NAMES OF 33 KEY DUTCH CONTACTS WERE SUPPLIED TO CENTER AND APPROPRIATE DUTCH TRADE PUBLICATIONS NOTIFIED; ENERGY 75, FEBRUARY 8-10, 1975, APPROXIMATELY 100 BROCHURES MAILED TO INTERESTED DUTCH FIRMS AND ORGANIZATIONS (SEE CAMPAIGN FOUR); PARIS: PRET A PORTER, TRADE CENTER, REPORTED TWO OF PARTICIPATING U.S. FIRMS SIGNED AGREEMENTS WITH DUTCH FIRMS; PULP/PAPER MAKING EQUIPMENT SHOW, MARCH 3-7, 1975, NAMES OF 16 KEY FIRMS SENT TO TRADE CENTER-BROCHURES SENT TO 20 PROSPECTIVE DUTCH DISTRIBUTORS; STOCKHOLM: LEISURE TIME PRODUCTS, FEBRUARY 10-14, 1975, FOUR LARGEST DUTCH DEPARTMENT STORES RECEIVED BROCHURES; LONDON: DATA COMMUNICATIONS, OCTOBER 21-25, 1974, 25 BROCHURES SENT TO KEY DUTCH FIRMS; ANALYTICAL INSTRUMENTS, NOVEMBER 11-15, UNCLASSIFIED

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1974, 25 BROCHURES DISTRIBUTED TO DUTCH INSTRUMENT IMPORTERS; ADVANCED SEMI-CONDUCTORS, JANUARY 20-24, 1975, ALL DUTCH IMPORTERS OF ELECTRONIC COMPONENTS RECEIVED NOTICE OF THIS SHOW. IN ADDITION, EFFORTS NOW UNDERWAY TO PROMOTE FOLLOWING SHOWS IN U.S.: NATIONAL COMPUTER CONFERENCE, MAY 19-22, 1975; NATIONAL HARDWARE SHOW, NEW YORK, AUGUST 26-28, 1975; NAFEM, LOUISVILLE, KENTUCKY, SEPTEMBER 2-29, 1975; WESCON 75, SEPTEMBER 16-19, 1975, SAN FRANCISCO. ADDITIONAL LIST OF U.S. SHOWS WHICH WE EXPECT TO PROMOTE IN REMAINDER 1975 HAS BEEN SUBMITTED TO USDOC. GOULD

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